

Media Literacy

Five Core Concepts

1. All media messages are constructed.
2. Media messages are constructed using a creative language with its own rules.
3. Different people experience the same message differently.
4. Media have embedded values and points of view.
5. Media messages are constructed to gain profit and/or power.

Media Literacy

Five Key Questions

1. Who created this message?
2. What techniques are used to attract my attention?
3. How might different people understand this message differently from me?
4. What lifestyles, values, and points of view are represented in or omitted from this message?
5. Why was this message sent?